

## CRITEO ANNOUNCES ACQUISITION OF AD-X TRACKING

### *Strategic Acquisition of Mobile Performance Marketing Technology Company*

**Palo Alto, USA, Paris, France and London UK – July 15, 2013** – Criteo, a global leader in performance display advertising, today announced it has acquired AD-X Tracking, a mobile technology company, which allows brands and agencies to track, monitor and report advertising performance on mobile applications across 100s of advertising solutions worldwide.

*“We are delighted to announce the addition of the AD-X team and technology into the Criteo family,” said **JB Rudelle**, CEO of Criteo. “We view this acquisition as an important step in our mobile strategy. We believe Criteo is now uniquely positioned as the one-stop display performance partner for both desktop and mobile devices. Our clients are increasingly looking to track the effectiveness of their marketing spend across all platforms, as well as identify the most valuable users of their service across all channels. We can now offer this full intelligence via a sophisticated technology solution across mobile devices.”*

AD-X Tracking provides a solution for global brands to utilize in-app events and downloads to optimize their mobile campaign performance across hundreds of mobile ad networks, DSPs and other marketing solutions. This technology provides intelligence about which sources deliver the most engaged and relevant users. For mobile marketers interested in a complete solution, the combination of AD-X and Criteo will offer a compelling opportunity for advertisers to target and deliver relevant ads for performance display advertising across smartphones and tablets and then clearly track the results.

*“Criteo’s proven ability to scale their technology platform across more than 30 countries will benefit AD-X as we look to further develop and increase the efficiency and effectiveness of our solution for all our existing and future customers,” says **David Philippon**, Managing Director of AD-X at Criteo. “I’m thrilled that AD-X is now part of Criteo and the team will be working with very talented engineers who will continue to pioneer innovative solutions across our platform.”*

AD-X will become part of Criteo’s integrated technology platform but will remain as a distinct business unit of the company, continuing to offer their integrated cross-devices monitoring and tracking system as a standalone product for advertisers and app developers worldwide. Further investment will be made to continue development of the core analytics and attribution technology.



**About Criteo**

Criteo is a global leader in digital performance display advertising, working with over 3,000 leading ecommerce advertisers around the world. Criteo has over 700 employees in offices across the U.S., Europe and Asia serving more than 30 countries.

**About AD-X Tracking**

Founded in 2010 AD-X Tracking is a mobile analytics and attribution technology company that allows brands and agencies to track, monitor and report advertising performance on mobile applications across 100s of advertising solutions worldwide. AD-X has been chosen by the world's largest brands for its technology, accuracy, flexibility and global presence.

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